

## BEEF EXPO 2014

# Putting dairy-produced beef under the spotlight

**B**etter beef production from the dairy herd for the benefit of both farmers and the industry will come under the spotlight at this year's Beef Expo.

A dedicated section of the event will be focusing on this key industry issue with demonstrations and knowledge-sharing throughout the day.

Beef Expo's theme this year is British beef feeding the nation, and the role of dairy herd-produced beef is becoming ever-more important to this.

The display will include livestock from R. Ridley and Sons, of Mickley Moore Farm, near Prudhoe, Northumberland, whose dairy herd provide a sound base for the suckler cow herd.

Improving beef production adds up to better returns for dairy farmers. Although farmers tend to focus on replacing cows, a beef bull calf out of a dairy cow can make more financial sense, adding an estimated 2p per litre to the dairy profits.

NBA chief executive Chris Mallon says: "Today's technology makes it possible to be selective to achieve the best possible results from your breeding, and therefore the best financial results for your enterprise.



A dedicated section of the event will be focusing on better beef production from the dairy herd.

"You can select the cows you want to produce dairy cows from and use sexed semen on them. By using beef bull semen on the others to produce a high quality beef animal, you will end up with an animal worth maybe £150 more than a dairy bull calf.

"And by finishing the culled cows properly it will increase the returns by maybe £60-£80 per head, while also helping to produce meat for the British pro-

cessing sector. Processed beef produced this way carries the Red Tractor showing it is of British origin, and this helps prevent beef from dubious origins getting into the UK food chain."

## Suckler herd

In addition to making financial sense for individual farmers, producing beef from the dairy herd is becoming increasingly important to the entire British beef industry. More than half of

Britain's beef now comes from the dairy sector, which is helping to shore up the ongoing decline in the suckler herd.

Mr Mallon said: "Dairy herd-produced beef is widely forecast to play an ever-stronger role in maintaining the critical mass necessary for the British beef industry to exist.

"Without sufficient animals in the system, abattoirs will be forced to close, meaning animals will have to travel for longer, and

jobs will be lost. It really is a big issue for the industry at the moment, which is why we are devoting such a major part of this year's NBA Beef Expo to beef from the dairy herd."

## Advice

XLVets will be on-hand to provide visitors with advice for managing the health of dairy beef calves from birth through to finishing, including providing advice on buying-in calves to rear as part of its national BVD free campaign. Visitors will also get the chance to quiz the XLVets vets on other key health issues for dairy-bred beef calves.

The Eblex Beef from the Dairy Herd area will have information for producers on breeding, health, feeding, EID and performance of crossbred cattle and a life size carcass 'cool wall' which shows both a range of conformation and fat class will be on display.

The demonstration area will also explore the different specialist systems for rearing different dairy-produced beef calves, including rose veal, pure dairy or bull beef produced calves.

"Although the suckler and the pure beef are the ideal, the British beef sector needs the dairy input for the British beef industry to be successful," says Mr Mallon.

"Many dairy bull calves end up being killed on-farm and not making it into the food chain, because finishers of dairy type cattle have to face difficult payment grids and stiff price penalties.

"But for the British beef sec-

## READY STEADY COOK AUCTIONEER'S CHALLENGE

ONE of the more light hearted events at this year's Beef Expo will be the Ready Steady Cook Auctioneer's Challenge, where four North East livestock auctioneers will be demonstrating whether they are as good at cooking as they are selling.

Trevor Simpson, senior auctioneer at Hexham and Northern Marts, will have the home advantage in the cook-off against Andrew Armstrong, mart manager at Darlington Farmer's Mart in the first heat. James Little, auctioneer at Harrison and Hetherington's Borderway mart in Carlisle will face Ryan Roddan from Longtown mart in the second heat.

The event, scheduled for the main ring, will use top quality British beef supplied by Stephenson and Sons butchers of Haydon Bridge, and will feature running commentary from Frankie Walton, who has performed the MC role at previous live cookery events for the NSA NorthSheep events.

Michael Eames, the executive head chef at Slaye Hall Hotel will be tasting the results to decide who will be presented with the winner's cooking trophy, chef's hat and spoon.

**COMPETITION:** The contest will show off some quick and easy beef recipes in a fun event which is sure to draw the crowds, with the first heat at 11am, the second at 12 noon, followed by the final at 2pm.

tor to survive, and indeed to thrive, we need dairy produced beef. Hopefully, our demonstration area at Beef Expo will provide farmers with food for thought and encourage more dairy herds to support the beef industry – both for their own benefit, and that of the sector as a whole."

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 National Sheep Association



**Event timetable**

**Wednesday, May 21**

**9.15am-4.35pm** Farm Tours Visit to three Northumberland beef farms - J. Hunter and Sons, The Steel, Bellingham, and two farms of Willie Woodman at Great Chesters, Haltwhistle and Bradford Farm, Belsay

**8pm** Beef industry dinner for up to 240 guests within the Function Suite at Hexham Mart Centre. After dinner speaker - Brendan Healy (sold out)

**Thursday, May 23**

**8.30am** Event opens to public

**8.30am-3.30pm** National Spring Spectacular Show of cattle judging (Showing)

**8.30am-5pm** Trade stands and beef breed societies stands open to public

**8.30am-5pm** Beef from the Dairy Herd demonstration area open to the public

**9am** Judging of best beef breed society, trade indoor and outdoor stands

**9.30am-5pm** Young Show Stars Challenge

**10am-3pm** Working machinery demonstration of Zetor Tractors

**10.30am-3pm** Seminars (Ring 2) see separate timetable

**11am-12pm** Seminar - Know the health status of your herd (Ring 2)

**11.15am-12.45pm** National Spring Spectacular Show of cattle - judging of Baby Beef classes and championships

**12noon-12.45pm** Ready Steady Cook Auctioneers Challenge - heat one - Ryan Roddan and James Little (Ring 1)

**1pm-1.45pm** Ready Steady Cook Auctioneers Challenge - heat two - Trevor Simpson and Andrew Armstrong (Ring 1)

**1.30pm-2.30pm** Seminar - Making the most of your cattle (Ring 2)

**2.30pm-3.15pm** Ready Steady Cook Auctioneers Challenge - final (Ring 1)

**3.30pm-5pm** Young Show Stars Challenge parading and ring etiquette followed by award ceremony (Showing)

**5pm** Event closes

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gift and great cash saving. Plus, take home your very own FG VIP Member goody bag. We look forward to seeing you there.

**Seminar timetable - Ring 2**

<b>10.30am-11am</b>	<b>Guarantee your income whatever the weather</b> - Digby Summerhill, development manager, Lightsource Renewable Energy
<b>11am-12noon</b>	<b>Know the health status of your herd.</b> Chairman: Chris Mallon, director, National Beef Association. Panel: TB - Bill Harper, chairman, NBA TB Committee; Liver fluke - Lynda Maris, ruminant brand manager, Merial Animal Health; BVD - Jenny Hull, XLVets Alnorthumbria Veterinary Group
<b>12noon-12.30pm</b>	<b>Guarantee your income whatever the weather</b> - Digby Summerhill, development manager, Lightsource Renewable Energy
<b>12.30pm-1pm</b>	<b>Calving made easy with advance text alert technology: Medria</b> - Phil Alcock and Alan King, Synergy Farm Health
<b>1pm-1.30pm</b>	<b>Guarantee your income whatever the weather</b> - Digby Summerhill, development manager, Lightsource Renewable Energy
<b>1.30pm-2.30pm</b>	<b>Making the most of your cattle.</b> Chairman: Chris Dodds, executive secretary, Livestock Auctioneers Association. Panel: Processor - Jonathan Birnie, group agricultural R&D manager, Dunbia; Export - Jean-Pierre Garnier, export manager, Eblex
<b>2.30pm-3pm</b>	<b>Calving made easy with advance text alert technology: Medria</b> - Phil Alcock and Alan King, Synergy Farm Health

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